



# 2008

## Calendar of Events May 5-10, 2008

**SMALL BUSINESS WEEK  
of Eastern Missouri, Inc.**



## RELATED EVENTS PRIOR TO SMALL BUSINESS WEEK

### Event #1: Community Express Innovative Bank Loan Workshop

Two sessions available.

**Date:** April 15, 2008

**Time:** Session 1 - 10:00 a.m. to 12:00 p.m.,  
Session 2 - 6:00 p.m. to 8:00 p.m.

**Place:** St. Louis Community College at Florissant Valley, Multi Purpose Room  
3400 Pershall Road  
St. Louis, MO 63135

**Cost:** FREE

**Sponsor:** Grace Hill Neighborhood Centers

**RSVP:** RSVP not required. Call for room location  
314-584-6840

### Event #2: St. Louis Business Networking Breakfast

Join other small businesses and government buying office representatives to learn about business opportunities in your area. The network offers the opportunity to introduce your business to federal, state and local government agencies along with school districts and universities.

**Date:** May 1, 2008

**Time:** 7:15 a.m. to 8:45 a.m.

**Place:** Heritage House Cafeteria (JMRJ Catering),  
2800 Olive Boulevard, St. Louis MO 63103  
(Parking off Leffingwell Ave. in lot behind building)

**Cost:** \$10.00 Pay at door to JMRJ Catering.

**RSVP:** andrea.johnson@techguardsecurity.com;  
RSVP by noon April 30, with your name, company name, phone number, and email to have your contact information included in an attendance list that will be distributed at the meeting.

### Event #3: Missouri Venture Forum

**Guest**

**Speaker:** Alan C. Hautly, President & CEO,  
Hautly Cheese Company

**Date:** May 2, 2008

**Time:** 7:15 a.m. to 9:00 a.m.

**Place:** Hilton St. Louis Frontenac  
1335 S. Lindbergh Blvd.  
St. Louis, MO 63131

**Cost:** \$40 for non-members

**Sponsor:** Missouri Venture Forum

**RSVP:** Register on-line at <http://www.missouriventureforum.org/>

## BUSINESS EXPO EXHIBITION SPACE

- \$175 – 8'x 6' exhibition space that includes a 3'x 8' skirted table at the Exhibit Gala prior to the Awards Dinner
- \$350 – 16'x 6' exhibition space that includes two 3'x 8' skirted tables at the Exhibit Gala prior to the Awards Dinner

500+ Awards Dinner attendees visit the Exhibit area. This is an excellent opportunity to showcase services and products. Purchase of exhibition space is available only to small businesses according to the SBA's definition of a small business and to Small Business Week Donors. To purchase space contact Don Barnes at 314-703-2117.

(Cost of Expo space does not include Awards Dinner.)

# SMALL BUSINESS WEEK 2008 EVENTS

Please make reservations  
after each individual event.

## MONDAY MAY 5, 2008

### SESSION 1\*: Salute to Small Business Lenders & Hall-of-Fame Kick-Off Networking Breakfast

Join us in expressing appreciation to the financial institutions that support small business in our community.

**Time:** 7:30 a.m. – 9:00 a.m.

**Place:** Sheraton Westport Chalet Hotel St. Louis  
191 Westport Plaza  
St. Louis, MO 63146

**Cost:** \$25, FREE parking in the hotel garage.

**Sponsor:** Small Business Administration

**RSVP:** Online Reservations at [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org)

### SESSION 2: Small Business Symposium

This symposium is open to all small businesses and organizations that work with small businesses. Come participate in open discussion, network and ask questions with representatives from SCORE Association, Small Business Development Centers, Missouri Secretary of State, IRS and others.

**Time:** 9 a.m. – 11:30 a.m.

**Place:** St. Louis Community College at Meramec  
11333 Big Bend Blvd.  
St. Louis, MO 63122

(Room location and parking available upon RSVP.)

**Cost:** FREE

**RSVP:** Nancy Outlaw  
636-255-1412 or SBSE.SL.Central.MO@irs.gov

### SESSION 3: Panel Discussion: The State of Small Business in St. Louis

Business and entrepreneurial experts discuss the overall business climate and obstacles and advantages to doing business in St. Louis in 2008. They will also discuss strategies for making small businesses even more successful, including access to capital and expansion tips.

**Time:** 1 p.m. to 2:30 p.m.

**Place:** Justine Petersen Housing & Reinvestment Corp.  
1023 N. Grand Blvd.  
St. Louis, MO 63106

**Cost:** FREE

**Sponsor:** Justine Petersen Housing & Reinvestment Corp.

**RSVP:** 314-664-5051

### SESSION 4: NAWBO Happy Hour to Honor the Women Winners

Network with women business owners. Enjoy an evening of food and fun as we honor NAWBO's Partner and Member of the Year.

**Time:** 5:30 p.m. to 7:30 p.m.

**Place:** Moulin Events & Meetings  
Vin De Set Rooftop Bar and Bistro  
2017 Chouteau Ave.  
St. Louis, MO 63103

**Cost:** \$25

**Sponsor:** NAWBO - St. Louis

**RSVP:** 314-954-8344 or  
Online Reservations at [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org)

## TUESDAY MAY 6, 2008

### SESSION 5: Government Marketing Fundamentals

This seminar breaks down the government marketing process into smaller segments to explain the different levels of government and how to pinpoint government markets applicable to your business. If you are considering or presently doing business with the government, you will not want to miss this presentation.

**Time:** 9 a.m. - 12:00 noon

**Place:** 100 North Tucker  
Suite 530

St. Louis, MO 63101

**Cost:** \$20

**RSVP:** Rich Fyke 314-621-7280  
or [fyker@missouri.edu](mailto:fyker@missouri.edu)

### SESSION 6: Regulatory Fairness Hearing

To create a more cooperative regulatory environment among federal agencies and small businesses, congress has directed SBA and the national ombudsman to hold regulatory fairness hearings across the United States. Concerns and complaints aired at this hearing will be directed to the appropriate federal regulatory agency for a high-level review.

**Time:** 9 a.m. to 12:00 noon

**Place:** Center for Emerging Technologies  
4041 Forest Park Ave.  
St. Louis, MO 63108

**Cost:** FREE

**RSVP:** Online Reservations at [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org)

### SESSION 7: Community Express Workshop

SBA Express/Community Express loans are designed to provide streamlined business financing, and management and technical assistance to targeted small businesses.

**Time:** 5:00 p.m. – 7:30 p.m.

**Place:** St. Louis Community College at Florissant Valley, Training Center  
3400 Pershall Road  
St. Louis, MO 63135

**Cost:** FREE

**RSVP:** Online Reservations at <http://missouri.eccenterdirect.com>  
or 314-241-1511

## WEDNESDAY MAY 7, 2008

### SESSION 8: Service Disabled Veterans Networking Opportunity and Working with the U.S. Army Corps of Engineers.

Join the U.S. Army Corps of Engineers and other participating organizations in networking with local service disabled veteran-owned small businesses in sharing project opportunities and various ways of doing business with the Army.

**Time:** 8 a.m. – 12:00 noon

**Place:** Robert A. Young Federal Building  
1222 Spruce Street  
2<sup>nd</sup> floor auditorium  
St. Louis, MO 63103

**Cost:** FREE

**Sponsor:** U.S. Army Corps of Engineers, SBA, PTAC, VA

**RSVP:** Online Reservations at [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org)

### SESSION 9: Opening New Markets, Expanding Opportunities Through Free Trade

Program will feature US Department of Commerce senior commercial officers from the Free Trade Agreement and a market access and compliance officer/policy speaker. Benefits and opportunities of exporting to FTA countries along with local case studies will be presented.

**Time:** 8:30 a.m.-11:30 a.m.

**Place:** St. Louis Club  
Louisiana Room  
7701 Forsyth Blvd.  
Clayton, MO 63105

**Sponsor:** US Export Assistance Center

**Cost:** \$40 (includes continental breakfast – parking is free)  
**RSVP:** John Blum, USEAC  
314-425-3304 - [john.blum@mail.doc.gov](mailto:john.blum@mail.doc.gov)  
Margaret Gottlieb,  
314-425-3348 – [Margaret.gottlieb@mail.doc.gov](mailto:Margaret.gottlieb@mail.doc.gov)

### SESSION 10: Valuation

A series of presentations and panels on the subjects of intellectual property, early stage tech-based businesses, how value is affected as a company



ervations for these events by following the RSVP instructions shown  
ually listed Session. Reservations by Monday, April 28, 2008.

moves from seed to venture  
rounds, valuation in various exits  
and benchmarks and recent trends.

**Time:** 2:00 p.m.-5:00 p.m.

Presentations, 5:00 p.m.-6:00 p.m.

Happy Hour

**Place:** Center for Emerging  
Technologies

4041 Forest Park Ave.

St. Louis, MO 63108

**Cost:** \$25 - Checks or Cash Only

**Sponsor:** Center for Emerging  
Technologies

**RSVP:** CET\_Programs@  
emergingtech.org or 314-615-6915

### **SESSION 11: SLU Family Firm Forum (FFF): Succession Planning**

"Passing the Torch"—Learn from  
the 14th Annual FFF how to  
develop, maintain, and/or fine tune  
a succession plan for ongoing  
family business sustainability  
for generations to come. Expert  
speaker from Wilfrid Laurier  
University, Canada & then panelists  
from Drury Inn, Enterprise  
Rent-a-Car and McEagle Properties.  
**Time:** 1:00 p.m. – 5:30 p.m. with  
a networking event to follow. (See  
Session 12)

**Place:** Saint Louis University  
Campus, John Cook School of  
Business Anheuser Busch  
Auditorium

3674 Lindell, Blvd

St. Louis, MO 63108

**Cost:** \$55 per person.

**RSVP:** Online Reservations at  
www.smallbusinessweekstl.org or  
Jeanne Rhodes 314-977-3850 or  
ecenter@slu.edu, http://eweb.slu.  
edu

### **SESSION 12: Business After Hours: Get Connected, Stay Connected**

The small business community  
and supporters are invited to this  
Small Business Week premiere  
networking event. Refreshments  
will be served.

**Time:** 5:30 p.m. - 8:00 p.m.

**Place:** Saint Louis University  
Campus, Busch Student Center  
(Laclede & Grand)

20 N. Grand

St. Louis, MO 63108

**Cost:** \$25

**Sponsor:** Smurfit - Stone Center  
for Entrepreneurship, St Louis  
Regional Entrepreneurship Educa-  
tors (STLREE) and SLU John Cook  
School of Business

**RSVP:** Online Reservations at  
www.smallbusinessweekstl.org or  
Jeanne Rhodes 314-977-3850 or  
ecenter@slu.edu, http://eweb.slu.  
edu

## **THURSDAY MAY 8, 2008**

### **SESSION 13: Home-Based Small Business Breakfast**

**Guest Speaker:** Sam Silverstein

**Topic:** The Power of Choice™

The Power of Choice is a gripping,  
entertaining and sometimes  
hysterically funny look at the major  
reasons people aren't achieving  
their goals and how to go about  
overcoming their obstacles.

Following the presentation there  
will be a panel of five veteran  
home-based business owners  
who will present a round robin  
panel discussion entitled "If I Had  
Known Then What I Know Now."

**Time:** Registration 8:30 a.m.-9:00  
a.m.; Breakfast & Program 9:00  
a.m.-11:00 a.m.

**Place:** Orlando Gardens

2050 Dorsett Village Plaza

(McElvey and Dorsett)

Maryland Heights, MO 63043

**Sponsor:** St. Louis Community

College Continuing Education

and Association of Home-Based

Women Entrepreneurs

**Cost:** \$18

**RSVP:** Online Reservations at  
www.smallbusinessweekstl.org

### **SESSION 14: Veterans Business Resource Center**

Join us for a business card  
exchange and network with  
veterans who are interested in  
starting a business, who are  
currently in business, or would like  
to do business with veteran-owned  
businesses.

**Time:** 11:00 a.m.-1:00 p.m.

11:00 a.m.-12:15 p.m. business  
card exchange and networking,  
12:15 p.m.-12:45 p.m. briefing on  
VBRC and new programs

**Place:** 4236 Lindell Blvd., #102

St. Louis, MO 63108

**Cost:** FREE

**Sponsor:** Veterans Business  
Resource Center

**RSVP:** Online Reservations at  
www.smallbusinessweekstl.org or  
314-531-VETS (8387)

### **SESSION 15\*: Annual SBA Exhibit Gala**

Network with our nominees, award  
winners and small businesses in a  
relaxed tradeshow atmosphere.

**Time:** 5:00 p.m. - 6:30 p.m.

**Place:** Hilton – St. Louis Airport,  
10330 Natural Bridge Rd.

St. Louis, MO 63134

**Cost:** FREE

**Parking:** \$3 event parking in rear  
of Hotel

**Sponsor:** Small Business  
Administration

**RSVP:** Online Reservations at www.  
smallbusinessweekstl.org

### **SESSION 16\*: Annual SBA Awards Dinner**

Enjoy a superb dinner and salute the  
success of the 2008 Small Business  
Week award winners.

**Time:** 6:30 p.m. – 9:00 p.m.

**Place:** Hilton–St. Louis Airport

10330 Natural Bridge Rd.

St. Louis, MO 63134

**Cost:** \$45

**Parking:** \$3 event parking in rear  
of Hotel

**Sponsor:** Small Business  
Administration

**RSVP:** Online Reservations at  
www.smallbusinessweekstl.org

## **FRIDAY MAY 9, 2008**

### **SESSION 17: University of Missouri Youthpreneurship Competition**

Student entrepreneurs present  
their business to commercial  
loan officers, U.S. Small Business  
Administration representatives,  
venture capitalists, entrepreneurs  
and other interested parties. In  
addition, a panel of judges chooses  
the young entrepreneur of the year.  
Winners are awarded scholarships  
to the University of Missouri-St.  
Louis or seed money.

**Time:** 8:30 a.m. – 1:00 p.m.

**Place:** University of Missouri-St.

Louis, Millennium Student Center

One University Blvd.

St. Louis, MO 63121

**Cost:** FREE

**RSVP:** Must register in advance  
314-516-5561

## **SATURDAY MAY 10, 2008**

### **SESSION 18: SCORE: How to Start and Manage Your Own Business**

A one-day seminar to acquaint  
prospective and active business  
owners with the planning needed  
to start and manage their own  
business. Volunteers of the  
SCORE Association conduct this  
professional seminar.

**Time:** 8:15 a.m. – 3:30 p.m.

**Place:** St. Louis Community

College at Meramec

11333 Big Bend Blvd.

Building S0, Room 105

St. Louis, MO 63122

**Cost:** \$50 (includes manual and  
seminar materials) Attendees should  
bring a sack lunch.

**RSVP:** Online Reservations at  
www.stlscore.org or 314-539-6600  
ext. 242 or 243

# **THANK YOU TO OUR DONORS!**

## **GOLD LEVEL**

Echo Media, LLC  
SBTV

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The Boeing Company  
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St. Louis Development Corporation  
St. Louis Small Business Monthly  
TechGuard Security  
U.S. Bank

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The Law Firm for Business  
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PeaceFrog Productions  
Quick Tax & Accounting  
St. Louis County Economic Council

# **2008 SMALL BUSINESS WEEK WINNERS**

## **Small Business Team of the Year**

Cynthia Brown, President  
Jeffery Germann, Vice President and General Manager  
Brown Germann Enterprises, Inc. dba Shred-it

## **SBA Young Entrepreneur of the Year**

Mark Pydynowski, President  
Somark Innovations

## **Women in Business Champion of the Year**

Darlene Willman, Executive Managing Director  
eWomenNetwork, Inc.

## **Small Business Journalist of the Year**

Ron Ameln, President,  
St. Louis Small Business, Inc.

## **Minority Small Business Champion of the Year**

Patricia D. Weekley, Senior Civil Rights Specialist  
Missouri Department of Transportation

## **Home-Based Business Champion of the Year**

Louise Wiedermann, Owner/Technology Consultant  
Project Technology Consulting, LLC

## **Financial Services Champion of the Year**

W. Keith McLaughlin, Senior Vice President,  
Lending Division  
The Bank of Missouri

## **Jeffrey Butland Family-Owned Business of the Year**

Alan C. Hautly, President & CEO  
Hautly Cheese Company

## **Small Business Exporter of the Year**

Mark A. Fitzgerald, Founder & CEO  
RMC Energy Group, LLC

## RESERVATIONS BY APRIL 28, 2008

Online Reservations available at [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org).  
Please see specific RSVP instructions listed after each Session.

NAME	COMPANY	
ADDRESS		
CITY	STATE	ZIP
PHONE	FAX	
NAME YOU WANT TO APPEAR ON BADGE		

Session	Date	Description	Cost	#People	Total
Session 1	Mon, May 5	Kick-Off Networking Breakfast	\$25	_____	_____
Session 4	Mon, May 5	NAWBO Happy Hour	\$25	_____	_____
Session 6	Tues, May 6	Regulatory Fairness Hearing	Free	_____	_____
Session 8	Wed, May 7	Service Disabled Veterans Networking	Free	_____	_____
Session 11	Wed, May 7	SLU Family Firm Forum	\$55	_____	_____
Session 12	Wed, May 7	Business After Hours	\$25	_____	_____
Session 13	Thurs, May 8	Home-Based Small Business Breakfast	\$18	_____	_____
Session 14	Thurs, May 8	Veterans Business Resource Center	Free	_____	_____
Session 15	Thurs, May 8	Annual SBA Exhibit Gala	Free	_____	_____
Session 16	Thurs, May 8	Annual SBA Awards Dinner	\$45	_____	_____

If session is not listed above, please see  
RSVP information shown printed after each  
SESSION on the inside of this brochure.

For multiple registrants, please attach a separate sheet. List each name  
individually, grouped by event. No refunds for cancellations less than 3  
business days prior to event. PROGRAMS SUBJECT TO CHANGE.

## FOR CREDIT CARD PAYMENTS

Online Reservations at [www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org)  
**OR FAX FILLED OUT FORMS**  
with credit card information to: 314-851-0939

VISA OR MASTERCARD ONLY, please check one. ☐ Visa ☐ Mastercard

ACCOUNT #

EXPIRATION Please Print LAST 3 DIGITS ON BACK OF CARD

NAME ON CARD

SIGNATURE

## FOR CHECK PAYMENTS

Send your check with a completed copy of this form by  
April 28, 2008 to: Joe Stock (SBW Treasurer), BizCapital,  
P.O. Box 545, St. Louis, MO 63188.

### Make check payable to:

Small Business Week of Eastern Missouri, Inc.

Additional registration forms may be found at  
[www.smallbusinessweekstl.org](http://www.smallbusinessweekstl.org) and/or [www.sba.gov/mo/stlouis](http://www.sba.gov/mo/stlouis)  
or can be faxed to you from 314-851-0945. You must call from your  
fax machine and follow the recorded instructions. Remain on the  
line and a brochure and registration form will immediately be sent  
to that fax machine.

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able arrangements for persons with disabilities will be made, if requested at least two weeks in  
advance. Contact SBA, 200 North Broadway, Suite 1500, St. Louis, MO 63102, 314-539-6600.  
Authorization No. 08-0768-19

**FOR INFORMATION OR REGISTRATION BY PHONE: CALL 314-746-WEEK (9335)**

